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I&T 100 YEARS OF LEADERSHIP

Where the Big Events Are page 17

# DOING FINE WITH THREE MAJOR FRANCHISES

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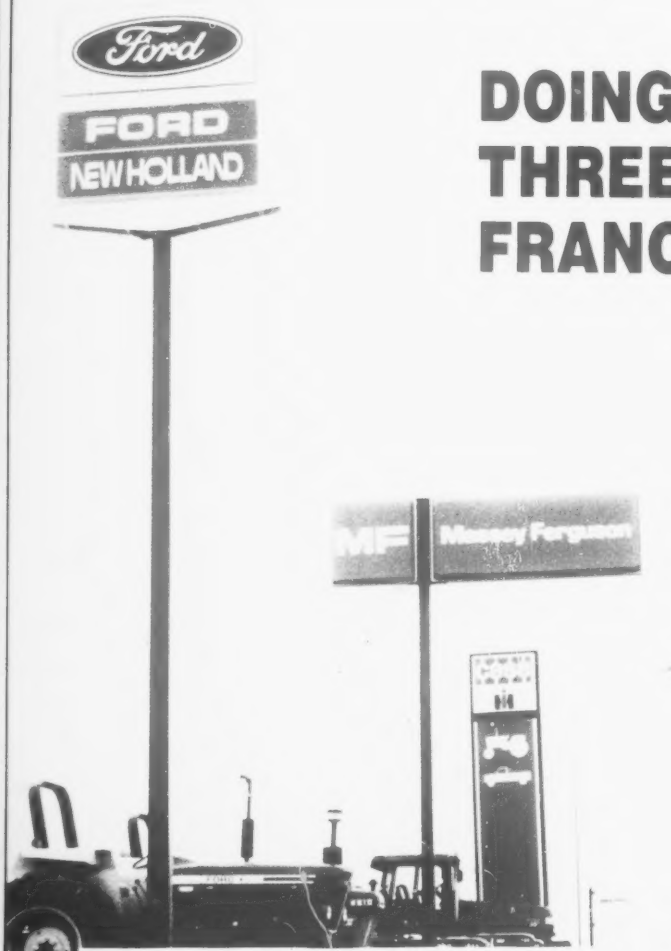


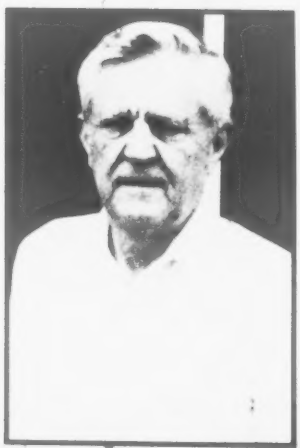

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I&T 100 YEARS OF LEADERSHIP

# Implement & Tractor

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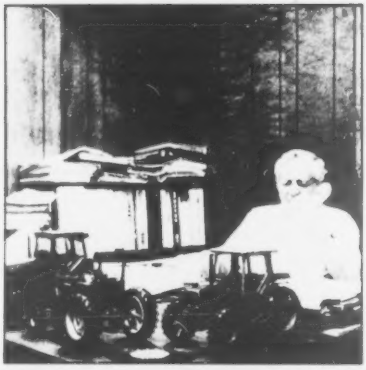

## On Our Cover

*Ag changes of the 1980s have made the once-rare multi-franchise dealership commonplace today. H.H. Halferty & Sons relies on talented service people and a flexible sales team to represent its suppliers well.*

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## FEATURES

**9:** **SEARCH FOR NEW PRODUCTS:** We're always practicing 'what's new,' says Arizona dealer Norm Bingham. It's more demanding than it once was, but it's necessary if you're going to keep up with the marketplace.

**15:** **COMPANY STORES OUT:** The merger of Ford and New Holland brought two contrary policies about retail operations into play. Here's how FNH marketers took the route they did.

**17:** **MEETINGS AND SHOWS:** Details on conventions, meetings and equipment shows for the coming year.

**23:** **STRIPPER HEADER:** Today's combine may be costly and hard to transport, and sales volume will never be what it once was. Here's a report on some American reactions to Britain's stripper approach, plus a response.

**26:** **TELESCOPIC BOOM:** Will this machine find a home on American farms? A British company is betting yes. American manufacturers are not planning to try, at least not yet. A market to watch.

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# May U.S. Retail Sales: Strong Comeback in Most Product Groups

*Retail sales of farm equipment in the U.S. came on strong in May, according to the flash report of the Farm & Industrial Equipment Institute. Sales were up in all categories except tractors under 40 hp. Sales of tractors over 100 hp, including both two-wheel and four-wheel-drive types, were up by 36 percent for the first five months of 1989 to 10,609 units. Most of these units are manufactured in North America.*

UNIT RETAIL SALES

| Equipment | May 1989 | May 1988 | % Change | Jan.-May 1989 | Jan.-May 1988 | % Change |
|---|---|---|---|---|---|---|
| Farm Wheel Tractors | | | | | | |
| 2-Wheel Drive | | | | | | |
| Under 40 HP | 5,601 | 6,301 | -11.1 | 19,749 | 24,824 | -20.4 |
| 40 & Under 100 HP | 3,447 | 3,059 | 12.7 | 14,941 | 14,112 | 5.9 |
| 100 & Under 140 HP | 475 | 332 | 43.1 | 2,287 | 2,016 | 13.4 |
| 140 HP & Over | 1,097 | 666 | 64.7 | 6,626 | 4,651 | 42.5 |
| **Total 2-Wheel Drive** | 10,620 | 10,358 | 2.5 | 43,603 | 45,603 | -4.4 |
| 4-Wheel Driver | | | | | | |
| Under 200 HP | 95 | 78 | 21.8 | 506 | 414 | 22.2 |
| 200 HP & Over | 252 | 129 | 95.3 | 1,289 | 728 | 77.1 |
| **Total 4-Wheel Drive** | 347 | 207 | 67.6 | 1,795 | 1,142 | 57.2 |
| **Total Farm Wheel Tractors** | 10,967 | 10,565 | 3.8 | 45,398 | 46,745 | -2.9 |
| Combines (Self-Propelled) | 441 | 206 | 114.1 | 1,685 | 1,789 | -5.8 |
| Rectangular Balers | 816 | 696 | 17.2 | 2,155 | 1,718 | 25.4 |
| Forage Harvesters (Shear Bar Type) | 233 | 197 | 18.3 | 593 | 555 | 6.8 |
| Mower Conditioners | 1,942 | 1,658 | 17.1 | 4,204 | 3,824 | 9.9 |

## Deere Campaigns Against Bypass Starting

Deere & Co. has launched a campaign against bypass starting of tractors which includes a decal and a free solenoid cover for most Deere tractors built since 1960.

According to Dave Schmerse, project manager for product safety marketing and training, everyone on the North American mailing list for Deere's *The Furrow* magazine received a letter with an enclosed decal (shown here). The letter warns of the danger of bypass starting, which includes such practices as shorting across the starter or starting with the key while standing on the ground.

Schmerse said that Deere dealers have been supplied with solenoid covers and a video which is designed to explain the hazards of bypass starting to customers.

There are eight cover designs to fit 50 different starter configurations on Deere tractor lines introduced from 1960 to the present, he added. Tractor owners are urged to attach the decal on or near the tractor's starter.

### Briefly...

**Kubota** Manufacturing of America has begun producing loaders at its new factory at Gainesville, Ga., and is now exporting loaders to Canada, Australia, England and France as well selling in the United States. It is the first manufacturing facility in the United States for Kubota.

## MF Sales Down In 1st Period

Sales of Massey-Ferguson farm and industrial equipment in the first fiscal quarter, ended April 30, were down $24 million to $294 million, according to its parent, Varity Corp. Varity reported a net profit of $16 million on sales of $503 million compared with $15 million on sales of $540 million in the same period a year ago.

Perkins Engines, another Varity operation, had a sales increase of $3.5 million to $141 million in the period.

## D-A's Tweedy Wins Case-McCormick Gold Medal Award

Robert H. Tweedy, senior product development engineer for Deutz-Allis Corp., Atlanta, Ga., has received the 1989 McCormick-Case gold medal award of the American Society of Agricultural Engineers. The medal goes annually to an ASAE member for "exceptional and meritorious engineering achievement in agriculture."

Tweedy

Tweedy received the award for "his vision and engineering contributions in the area of conservation tillage equipment systems."

A past president and fellow of ASAE, Tweedy holds several patents and has authored over 40 publications.

ASAE noted that he has "consistently contributed to the improvements and excellence of agricultural engineering endeavors and has been a strong sponsor of conservation, tillage equipment and practices."